

1 We claim:

2 ^{Sub} 1. A method for influencing dynamic community shared elements of content
3 programming comprising:

4 a plurality of participants obtaining electronic votes that they may later cast;

5 a polling server periodically polling the plurality of participants over a network
6 for their opinion concerning the content of programming;

7 the plurality of participants casting their respective electronic votes concerning
8 the content of programming via the network;

9 the polling server receiving the electronic votes of the participants, tallying the
10 electronic votes and reporting those results to a content server;

11 the content server receiving the votes and retrieving content based upon the
12 opinion expressed by the majority of participants.

13 2. The method for influencing dynamic community shared elements of
14 content programming of claim 1 wherein the content is selected from the group
15 consisting of audio, video, on-line games and text.

16 3. The method for influencing dynamic community shared elements of
17 content programming of claim 1 wherein the content is created in real time.

18 4. The method for influencing dynamic community shared elements of
19 content programming of claim 1 wherein the content is stored content.

20 5. The method for influencing dynamic community shared elements of
21 content programming of claim 1 wherein obtaining electronic votes comprises the
22 participants purchasing the electronic votes over the network.

1 6. The method for influencing dynamic community shared elements of
2 content programming of claim 1 wherein the obtaining electronic votes comprises the
3 participants being given the electronic votes.

4 7. The method for influencing dynamic community shared elements of
5 content programming of claim 1 wherein the obtaining electronic votes comprises the
6 participants purchase electronic votes of differing values per vote over the network.

7 8. The method for influencing dynamic community shared elements of
8 content programming of claim 1 further comprising the polling server providing the
9 results of the electronic votes cast by the participants over the network.

10 9. The method for influencing dynamic community shared elements of
11 content programming of claim 1 further comprising the plurality of participants forming
12 sub-communities of participants for voting purposes.

13 10. The method for influencing dynamic community shared elements of
14 content programming of claim 9 further comprising the sub communities pre-voting over
15 the network to determine the direction of the sub-communities voting.

16 11. The method for influencing dynamic community shared elements of
17 content programming of claim 1 further comprising the polling server reporting to the
18 sub-community the results of the sub-community's voting over the network.

19 12. The method for influencing dynamic community shared elements of
20 content programming of claim 1 wherein the network is the Internet

21 13. The method for influencing dynamic community shared elements of
22 content programming of claim 1 wherein the network is a cable TV network

1 14. The method for influencing dynamic community shared elements of
2 content programming of claim 1 wherein the network is an RF network.

3 15. The method for influencing dynamic community shared elements of
4 content programming of claim 1 wherein the network comprises a wired network and a
5 wireless network, and wherein the participant vote vie the wireless network.

6 16. A system for influencing dynamic community shared elements of content
7 programming comprising:

8 a plurality of participant devices each associated with a participant connected to a
9 network, the participant devices further comprising instructions for obtaining and casting
10 electronic votes;

11 a transaction server connected to the network further comprising instructions for
12 receiving requests from the participant devices to obtain electronic votes, and instructions
13 for delivering electronic votes to the participant devices over the network;

14 a polling server connected to the network for receiving the electronic votes from
15 the participant devices in response to polls server by the polling server;

16 the polling server further comprising instructions for receiving and tallying the
17 electronic votes received from the participant devices, and reporting the tally; and

18 a content server connected to the polling server for receiving the tally of the
19 electronic votes, the content server further comprising instructions for modifying content
20 served to the participant devices in response to the tally of electronic votes.

21 17. The system for influencing dynamic community shared elements of
22 content programming of claim 16 wherein the content is selected from the group
23 consisting of audio, video, online games and text.

- 1 18. The system for influencing dynamic community shared elements of
2 content programming of claim 16 wherein the content is created in real time.
- 3 19. The system for influencing dynamic community shared elements of
4 content programming of claim 16 wherein the content is stored content.
- 5 20. The system for influencing dynamic community shared elements of
6 content programming of claim 16 wherein the electronic votes are purchased by the
7 participant via the participant device by the transaction server over the network.
- 8 21. The system for influencing dynamic community shared elements of
9 content programming of claim 16 wherein the electronic votes are given to the participant
10 devices by the transaction server over the network.
- 11 22. The system for influencing dynamic community shared elements of
12 content programming of claim 16 wherein the electronic votes comprise votes of different
13 values.
- 14 23. The system for influencing dynamic community shared elements of
15 content programming of claim 16 wherein participant devices further comprise
16 instructions for casting the electronic votes in response to a poll served by the polling
17 server.
- 18 24. The system for influencing dynamic community shared elements of
19 content programming of claim 16 wherein the polling server further comprises
20 instructions for reporting the results of the voting to the participant devices over the
21 network.
- 22 25. The system for influencing dynamic community shared elements of
23 content programming of claim 16 wherein the polling server further comprises

1 instructions for receiving requests from participant devices to form a sub-community of
2 participant devices.

3 26. The system for influencing dynamic community shared elements of
4 content programming of claim 25 wherein the polling server further comprises
5 instructions for permitting a pre-vote of the sub-community on a given poll.

6 27. The system for influencing dynamic community shared elements of
7 content programming of claim 26 wherein the polling server further comprises
8 instructions for reporting the sub-community vote to the participant devices of the sub-
9 community.

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